



## Business and nonprofit survey

The Superior business and nonprofit survey provides several quantitative and qualitative indicators. See the report. The initial idea is that in three years we consider doing the survey again, but it should definitely be done within five years. How often the survey is done should be reviewed once the other indicators have been tested and it is seen what data is collected and how well it meets Rebuild Superior, Inc. needs.

## Why Indicators?

Here is the overall goal:

Adopt indicators and metrics to assess Superior's community and economic development progress.

- Develop a dashboard of Superior community and economic indicators.
- Institutionalize an annual reporting of key metrics for economic development.
- Share the annual performance results.

In the August 2017 meetings with the BAR Committee and the Rebuild Superior, Inc. (RSI) Board, potential indicators were presented and discussed. Based on those meetings and follow-up, here are the initial recommendations for RSI indicators. This has been edited from the previous list presented at the August meeting with one addition. Number of students enrolled at SUSD is an easily obtained number and will show us on a yearly basis if we have an increase or decrease of families with children.

## Recommended Indicators

- Local expert panel review – Twice a year  
This idea comes from a webinar that featured work by Allan Mallach and was well-received at our August meeting. While he discusses neighborhoods in the following quote, we will apply this to Superior as a whole.

“A good way to supplement the data is to gather information informally, by talking to selected individuals who are knowledgeable about what is going on in a particular neighborhood, and are willing to speak candidly about it. These individuals can be property owners, realtors, leaders of locally based CDCs and neighborhood associations, police officers, postal service workers, and others who are based in or actively engaged with the neighborhood.

“While no one individual is likely to have a complete picture, or to be without personal biases, when it comes to a neighborhood, by creating a framework for listening to many

different stories and comparing them, a sometimes remarkably accurate assessment of the changes taking place can emerge. One approach is to identify a panel of 5 to 10 knowledgeable individuals, like a focus group, and organize meetings on a regular basis, either quarterly or twice a year, to discuss what is going on in the neighborhood. Such a meeting should be semi-structured rather than free-form; the organizers should come with a list of specific questions, but allow the discussion to flow freely around each question.”<sup>1</sup>

- Number of Superior Business Licenses Annually – The October 2017 number was 167. One downside is that the Town of Superior has not tracked this number annually though we can do so going forward. Though we could track it going backwards, it would entail a significant amount of work by town employees to pick out the information. Right now, they don't have the time. Annually – June
- Town of Superior Annual Audit – Sales Tax. June Audit
- Superior Audit - Superior Property taxes levied general purposes. June Audit
- Superior Audit - Franchise Tax. June Audit
- Superior Audit - Superior Total general revenue & transfers. June Audit
- Abandoned Building List; commercial & homes. Annually in March/April
- Realty MLS listings - annual sales commercial, home and sales – Annually - March
- Festival count – Historical numbers based on Home Show ticket sales. In the future, we can request estimates done by the Police Dept. for the Prickly Pear Festival and Apache Leap Mining Festival. – After each festival.
- Annual number of Chamber of Commerce members (based in Superior + elsewhere). Annual - March
- Number students enrolled in SUSD – Superior Unified School District. – elementary & high school. – 100 days start of classes (normal count) January/February
- Population change estimates. Historical annual data 2012 - 2016 from University of Arizona, Eller College of Management, Economic and Business Research Center. <https://ebr.eller.arizona.edu/current-indicators/arizona-counties/pinal-county>.

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<sup>1</sup> Alan Mallach, [Neighborhoods By Numbers: An Introduction to Finding and Using Small Area Data](http://www.communityprogress.net), [www.communityprogress.net](http://www.communityprogress.net), Page 37.